

# ***Network for a Healthy California—Retail Program Local Health Department’s Guide***

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***Network for a Healthy California – Retail Program***

**Strategic Plan**

**Last Updated  
September, 2013**

## **Purpose and Use of the Strategic Plan**

This Strategic Plan was created to help State *Retail Program* staff and Local Health Department (LHD) staff share the same understanding of the purpose, vision, and objectives of the *Retail Program* and how the roles and responsibilities of staff at **all** levels contribute to supporting the *Nutrition Education and Obesity Prevention Branch (NEOP) mission*.

This plan will inform future research projects and partnership opportunities as they present themselves to *Retail Program* staff at all levels. For the purpose of this plan, LHD staff and/or subcontractors working within the retail environment are referred to as *Retail Specialists*. This plan helps staff see how retail intervention activities fit within the broader goals and objectives of the LHD Grant Agreement and the *Retail Program*.

All State, local, and contract *Retail Program* staff should be well versed in this plan before beginning their duties. Familiarity with the Strategic Plan will help:

- Retail Specialists alert State *Retail Program* staff of appropriate training, research, and/or partnership opportunities to pursue.
- Keep State staff focused on the LHD staff training and materials needs.
- Pursue proactive strategies to accomplish long term goals.

The Strategic Plan will be reviewed at the orientation of each contract period as well as at the first training meeting of each contract year. LHD staff is encouraged to provide feedback to help State *Retail Program* staff develop annual updates to the plan as necessary.

Thank you for the time and talent you contribute to health of your fellow Californians.

### ***Retail Program Affirmations***

**Our Mission:** The *Retail Program* supports the *NEOP mission* through produce industry collaborations that empower low-income families to purchase fruits and vegetables every time they shop. Further, the *Retail Program* will provide educational materials and skills training through *Retail Program* interventions that will empower low-income Californians to insist that local food retailers provide a variety of quality produce and that low-income consumers take advantage of food security programs (*CalFresh*, WIC, etc.) that make produce more affordable.

**Our Vision:** By 2015 *Retail Program* staff at every level will evoke the image of quality, innovative services to every member of California's fruit and vegetable supply chain resulting in *NEOP* being recognized as the foremost public health program in the United States.

***Retail Program Positioning Statement:*** To growers, packers, shippers, processors, and retailers of California produce, the *Network for a Healthy California—Retail Program* is your primary source for turnkey programming and services that result in increased fruit and vegetable sales, strong customer loyalty, and a positive public image. We are unique in our ability to form customized private/public partnerships that highlight the important role the produce industry plays in the health of Californian families.

### **Value Statements**

*Retail Program policies and practices are based on:*

- Living the *Network for a Healthy California* brand.
- Loyalty and compassion for the low-income Californians who benefit from *Retail Program* services and materials.
- The cultural competency needed to prepare and to deliver innovative, relevant interventions to the diverse low-income Californian audience.
- The accountability, integrity, and honesty necessary for long lasting mutually beneficial partnerships.
- An organizational structure and culture that promotes staff involvement, open communication, teamwork, and cooperation.
- Ambitious goal setting and strategic execution.
- The competency and flexibility required to operate in a state of excellence.

**Issue:** *Retail Program* staff at all levels needs to support the *NEOP mission* by developing strong partnerships with produce industry and food security organizations that create empowering environments that facilitate positive behavior changes among low-income Californians.

## **Summary of Goals**

Goal 1 – Direct and Indirect Nutrition Education:

Promote positive consumer behavior change resulting in increased fruit and vegetable consumption and participating in regular physical activity every day.

Goal 2 – Research and Evaluation:

Contribute to the *Network's* record of developing effective and innovative programming.

Goal 3 – Staff Training and Development:

Build a well-trained staff that consistently and effectively executes retail intervention activities with an attitude of excellence.

Goal 4 – Private Sector Partnership Building:

Promote the *Network for a Healthy California* brand throughout the private sector by providing unique services and partnership opportunities to produce industry partners.

Goal 5 – Public Sector Partnership Building:

Promote and enhance the *Network for a Healthy California* brand throughout the public sector through partnerships with food security advocacy partners.

Goal 6 – Policy, Systems, and Environmental Change:

Enhance the ability of low-income Californians to increase fruit and vegetable consumption and physical activity by making the healthy choice the easy choice.

**Goal 1 – Direct and Indirect Nutrition Education: Promote positive consumer behavior change resulting in increased fruit and vegetable consumption and participating in regular physical activity every day.**

Strategy 1: Develop direct nutrition education activities that build skills and change consumer attitudes toward purchasing, storing, preparing, and consuming fruits and vegetables.

Objective 1: Develop turnkey retail promotional activities (e.g. food demonstrations, store tours, youth activities) and programs that match or exceed current industry benchmarks for increased fruit and vegetable sales.

Objective 2: Develop nutrition education materials that empower consumers to ask local retailers for a variety of quality produce. Distribute materials through other *Network* campaigns, programs, and projects and food security advocacy partners.

Strategy 2: Develop materials that promote fruits, vegetables, and physical activity within the food retail environment.

Objective 1: Develop effective, easy to maintain merchandising materials that help change attitudes toward fruit and vegetable consumption.

**Goal 2 – Research and Evaluation: Contribute to the *Network's* record of developing effective and innovative programming.**

Strategy 1: Evaluate current and new materials and interventions.

Objective 1: Use evaluation, survey, and study outcomes to update/modify materials and interventions as needed and to inform the development of new materials and interventions.

Strategy 2: Act as a resource to health advocacy groups.

Objective 1: Collect and track relevant research concerning the food retail environment and barriers to food access in low-income areas.

**Goal 3 – Staff Training and Development: Build a well trained staff that consistently and effectively executes scope of work activities with an attitude of excellence.**

Strategy 1: Improve two-way communications among *Retail Program* staff and with other *Network*-funded projects.

Objective 1: Create a Strategic Plan that will be reviewed and updated annually based on local Retail Specialists' feedback.

Objective 2: Present *Retail Program* services, capabilities, and plans to State level staff and collect feedback to inform Retail Specialists how to meet the needs and promote the successes of all *Network*-funded projects to produce industry partners.

Objective 3: Utilize Strategic Plan, webinar, and email feedback to identify Retail Specialists' training needs.

Strategy 2: Develop innovative learner-focused trainings to assist and to empower Retail Specialists.

Objective 1: Develop a pragmatic training calendar, with room for Retail Specialist requested topics, which utilizes web-based, teleconference, and in-person trainings.

Objective 2: Integrate local sharing into each training activity and provide Retail Specialists with opportunities to present best practices throughout the year.

Objective 3: Integrate intra-campaign/program/project communications within each training to ensure *Retail Program* Specialists understand the partnership needs of *Network*-funded projects.

Strategy 3: Develop and maintain objective quality control standards and corrective action policies and procedures.

Objective 1: Identify critical control measures including regular communications, attendance at all mandatory trainings, and retailer visits to encourage accurate execution of retail intervention activities and reporting protocols.

Objective 2: Create corrective action protocols for each identified critical control measure and maintain accurate communication logs.



**Goal 4 – Private Sector Partnership Building: Promote the *Network for a Healthy California* brand throughout the private sector by providing unique services and partnership opportunities to produce industry partners.**

Strategy 1: Develop innovative programming that attracts produce industry partners and improves their ability to tap new markets within low-income communities.

Objective 1: Work with produce industry partners to determine their needs and/or limitations in executing innovative programming.

Objective 2: Use produce industry feedback to inform the development of merchandising materials and promotional activities that provide direct nutrition education to consumers.

Objective 3: Attend produce industry meetings, trainings, and networking opportunities to identify ways to enhance produce industry partnerships.

Objective 4: Draw produce industry interest through newsletter distribution and regular submission of trade press articles/press releases.

Objective 5: Provide a forum to highlight *Network* activities and encourage public private partnerships that result in increased consumption of fruits and vegetables among low-income communities.

**Goal 5 – Public Sector Partnership Building: Promote and enhance the *Network for a Healthy California* brand throughout the public sector through partnerships with food security advocacy partners.**

Strategy 1: Work with food security advocacy partners to incorporate relevant materials and research into *Retail Program* materials and interventions.

Objective 1: Attend food security advocacy partner meetings, trainings, and networking opportunities to become familiar with food security advocacy partner materials, and research that pertain to the *Network* goals and objectives.

Strategy 2: Provide food security advocacy partners with assistance conducting their own retail environment interventions.

Objective 1: Provide a forum to highlight *Network* activities and encourage public private partnerships that result in increased consumption of fruits and vegetables among low-income communities.

**Goal 6 - Policy, Systems, and Environmental Change: Enhance the ability of low-income Californians to increase fruit and vegetable consumption and physical activity by making the healthy choice the easy choice.**

Strategy 1: Work with retail partners to increase the quality, quantity, and affordability of fruits and vegetables within the retail environment (qualifying supermarkets, supercenters, small stores, and convenience stores). Thereby creating sustainable, comprehensive measures to improve community health.

Objective 1: Utilize the tools and resources found within the Retail Fruit and Vegetable Marketing Guide.

Strategy 2: Suggest placement and promotional strategies within qualifying stores.

Objective 1: Healthy checkouts which aims to promote healthy eating by increasing the availability of healthy food and beverage choices at the point of sale aisle and/or lane.

Objective 2: Utilize the tools and resources found within the Retail Fruit and Vegetable Marketing Guide.

Strategy 3: Establish a healthy retail certification programs within stores participating in CX3 improvements. Stores would apply to the program, agree to meet defined standards, and in exchange receive benefits, including free publicity and help implementing healthy changes.

Objective 1: Utilize ChangeLab Solution's Health on the Shelf resource.

Strategy 4: Participate in Farm to School/Farm to Fork procurement systems.

Objective 1: With the Community Alliance of Family Farmers (CAFF), provide materials for distribution such as point of purchase for marketing locally-sourced Harvest of the Month products to SNAP-Ed audiences.

Objective 2: With the Community Alliance of Family Farmers (CAFF), participate in Harvest of the Month and PSE workgroup meetings to identify strategies for incorporating local procurement into retail at scale.

## Administration Tab

# Administration

## Guidelines Manual Updates

Any updates to this manual will be announced and made available on the *Retail Program* webpage. Guidelines Manual changes are meant to help clarify retail intervention activities and provide information on best practices for various activities and deliverables.

## Scope of Work Documentation Summary

The following documents will provide State staff with an adequate picture of your retail activities and help you organize and strategize your efforts:

- Operating Plan/Plan of Action
  - Operating Calendar is an at-glance timeline snapshot to plot and track efforts throughout the year.
  - Activity Plan is a tool to assist in planning out the finite details of the whats, wheres, whens, and hows to achieve what is plotted on the calendar and how to develop strategies for new or intricate projects. This tool should be used by all local health departments conducting any retail activities related to business connections, corner store conversion, etc.
  - Partnership Plan is a tool to plan out what partnerships to develop in the upcoming year. This template has been created to further define direction and overall benefit to current and new partners. Please remember that the “A, B, C priority” concept is to assist in determining how much time and energy to spend with each partner.
- Partnership Summaries/Memorandums of Understanding (MOU): Use these templates to record partnership agreements with retailers, produce industry partners, and food security advocacy partners.
- Retailer Visit Logs: Use this document to record ongoing retailer partnerships.
- Promotional Activity Evaluation Forms: Use this document to keep track of promotional activities performed by program staff.
- Success Story: Use this template (available on the *Network Web* site) to describe a best practice in your county.

It may be helpful to create a binder that keeps all of this documentation in one place.

## State Site Visit Structure

State staff will conduct an annual visit to randomly selected retail partners in your county.

Your *Retail Program* State Lead will review retailer partnership documentation on file and provide you with the list of retailer locations that she/he will visit. Retailers will not be informed of the visit to ensure they are not concerned with the idea of “State visits.” A site visit report will be provided by the *Retail Program* State Lead within 7 business days.

## Volunteer/staffing

Check your local colleges and universities for dietetic internship programs or home economics degree programs. Interns and students are a good source for volunteers or

community health leaders that have a nutrition background. In addition, many dietetic internship programs require students to be certified food handlers, meaning that they are already partially trained to assist with food demonstrations and store tour taste tests.

### **Material Orders**

Allow at least a month lead time to request changes to your material allotments. While some items can be easily reallocated upon request, there are others that will need to be reprinted or ordered from the original vendor. To request changes to your material allotments, send an email to [networkcustomerservice@cdph.ca.gov](mailto:networkcustomerservice@cdph.ca.gov). Free materials can be ordered online at <https://web3.kpcorp.com/v25/entry.asp?Account=CANN>. Materials for non-qualifying retailers can be purchased at cost at: <http://www.championsforchangematerials.net/>.

### **Staff Training**

Please note the following tentative training calendar outlining training opportunities throughout Federal Fiscal Year 2014.

## ***Retail Program Training Calendar 2013-2014***

<b>Month</b>	<b>Training/Meeting</b>	<b>Topics</b>
Oct	Orientation Webinar	<i>Best practices in partnering with retailers</i> <i>Materials and Resources</i> <i>Guidelines Manual</i>
Nov	Sacramento In Person	Retail PSE Strategies Retail and CX3
Dec	Webinar	Promotion Strategies
Jan	Webinar	Success Stories
Feb	Webinar/Site Visits	Produce Industry Partnerships
March	Webinar	Fruit & Veggie Fest
April	Webinar	Fruit & Veggie Fest
May	No training	
June	Webinar	TBD
July	Webinar	Food Banks
August	Webinar	Special Projects Update
September	Webinar	Wrap Up

## Partnership Building Tab



## Partnership Building Tab

## Partnership Building

### Definition of a Partnership

The ultimate goal in creating *Network for a Healthy California* partnerships is to build mutually beneficial relationships with people or groups who agree to share responsibility for achieving a specific goal.

### Working with *Network* Staff

As LHD staff, your role is to develop partnerships with retailers and other produce industry stakeholders (such as growers or commodity boards) for NEOP programs. To that end, it is necessary that you have a good understanding of the goals and objectives of *Network* campaigns and programs so that your retail interventions can include these goals and objectives where appropriate.

*African American Campaign:* Campaign staff reach this audience through interventions held in churches, at cultural festivals, direct health service providers (clinics, health insurance agencies that target low-income communities), and community-based organizations. The *African American Campaign* is unique in that it may have one or more Faith-Based Projects that reach the African American audience in your county. Historically, past *Network* retail staff has found that the stores in qualifying African American census tracts tend to be corner stores with very few varieties of fruits and vegetables. The *African American Campaign* encourages LHD staff to throw a community engagement initiative during Black History Month in February or around the Juneteenth holiday in June. These forums may serve as good opportunities for retailer or produce industry participation.

*Latino Campaign:* Campaign staff reach this audience through interventions held at cultural festivals, flea markets that contain farmer's markets, direct health service providers (clinics, health insurance agencies that target low-income communities), and community-based organizations. Historically, past *Network* retail staff has found that the stores in qualifying Latino census tracts tend to have a Latino theme with Spanish speaking staff and signage. These types of retailers tend to have a better (though still limited) selection of fruits and vegetables than independent stores that do not target Latino audiences. The *Latino Campaign* encourages LHD staff to hold a Latino Health Awareness Month event in September. This event may serve as a good opportunity for retailer or produce industry participation.

*Children and Youth Program* staff does not participate in a lot of festivals but rather trains school and youth organization staff to conduct nutrition education activities. Since food demonstrations are not an effective way to target children in a retail environment, *Children and Youth interventions* usually take the form of store tours that are within walking distance of a school or community youth organization.

*Worksite Program:* This *Program* targets workers at low-wage worksites (agriculture, hospitality, garment, etc.). Campaign staff organizes worksite

wellness committees in low-wage worksites and trains said committees to develop and sustain a worksite wellness program. These programs may need assistance working with retailers to establish California Fit Business Tools.

When meeting with *NEOP program* staff members, discuss the following:

- How a retail partner can enhance their activities.
- Which communities will they choose to concentrate their interventions?
- Which communities will have continuing activities verses annual or bi-annual events?
- Is there a certain type of retail partnership that would best contribute to their nutrition education activities?
- Which staff members will undergo training to conduct food demonstrations, store tours, and other promotional activities as a way to maintain the partnerships you will be developing?
- What is the best way to maintain communications as you pursue retailer partnerships to support their activities?
- Which staff member has the authority to sign-off on the retailer partnerships you will pursue on their behalf?

Once you learn the communities in which your colleagues plan to work, identify perspective retailer partners using the Geographic Information System and the State Approved list. Discuss your choices with appropriate program staff and record the agreed upon prospective retailers on your Partnership Plan.

### **Retail Partnership Options**

Once you have an approved list of retailers to approach on behalf of your *Network* counterparts, you can offer a prospective retail partner one of three partnership options:

- *Merchandising and Promotions Partnership*  
This shopper focused partnership requires the retailer to display *Retail Program* merchandising materials and allow for promotional activities like food demonstrations or retailer sponsored events.
- *Corporate Social Responsibility Partnership*  
This community focused partnership was developed specifically for retailers that did not want to post *Retail Program* merchandising materials or did not have the space or desire to hold promotional activities. In this partnership, the retailer agrees to make a donation at least once to a nearby *Network*-funded project.
- *Retailer Fruit and Vegetable Education Partnership*  
This retailer focused partnership was developed in response to the increase in independent retailers asking for information on how to properly handle and sell fresh produce in response to requests from their shoppers. This is a labor intensive partnership best handled by training independent retailers or community-based organizations working with independent retailers on how to use the *Network* Retail Fruit and Vegetable Marketing Guide.

Other partnership building activities include:

- **Produce Industry Stakeholder Partnerships:** These partnerships are to be formed between *Network*-funded projects and produce industry partners such as growers, shippers, processors, distributors/wholesalers, or commodity boards.
- **Food Bank Partnerships:** These partnerships will provide County Food Bank staff with tools and training to disseminate to food pantries throughout their county.
- **CalFresh Office Partnerships:** As you promote accepting Electronic Benefit Transfer (EBT) to retailer partners, your relationship with local CalFresh Offices will help connect retailers to staff capable of providing appropriate outreach services.
- **Women, Infants, and Children (WIC) Office Partnership:** Working with WIC Local Vendor Liaisons (LVLs) will help increase *Network* reach in your county by their ability to check up on merchandising materials you've set up in your county and the referrals they may be able to offer to qualifying retailers that may benefit from your services. Your ability to help train LVLs and provide service to some of their retail vendors will make you an asset to their responsibilities as well.

## Selecting Qualifying Retail Partners

When creating a list of prospective partners for your Partnership Plan, the following questions must be considered:

### **Does the retailer serve low-income audiences according to the *Network Geographic Information System (GIS)* or State Approved List?**

GIS: Is the retailer located in a qualifying census tract using American Community Survey (ACS) data where at least 50% of the population is at or below 185% of the Federal Poverty Level? Projects that target specific ethnic groups must select retailers that are located in census tracts ACS where at least 50% of the target population (African American, Latino, etc.) is at or below 185% of the Federal Poverty Level. Projects that do not target a specific ethnic group (*Children's Power Play! Campaign, Worksite Program*) should look for retailers that are located in census tracts where 50% of the total population is at or below 185% of the Federal Poverty Line (i.e. All Races), or African American, Latino, or Asian census tracts (please note: promotional activities in these locations must be appropriate for the ethnic group that qualifies the location).

State Approved List: The stores on this confidential list will usually be larger retailers and may be located outside of qualifying census tracts. If you have identified a store as a promising retail intervention site, but it is located outside of a qualifying census tract, contact [Courtney.Cagle@cdph.ca.gov](mailto:Courtney.Cagle@cdph.ca.gov) or [Tara.Vang@cdph.ca.gov](mailto:Tara.Vang@cdph.ca.gov) to find out if the store is on the State Approved List. Because State Approved stores are usually outside of a qualifying census tract, Retail Specialists will have to verify if the site serves the appropriate target audience.

### **Does the retailer have at least 3 fruits and 5 vegetables and room to conduct a food demonstration?**

Find out if the retailer has space where you could perform a promotional activity such as a food demonstration (indoors or outdoors). What types of recipes would you be able to demonstrate? If the retailer does not have enough room or ingredients for a food demonstration recipe, a Retailer Fruit and Vegetable Education Partnership may be appropriate for the location.

### **How many people can be reached at this location? Will the retail activities result in significant impact?**

Large retailers are appealing due to their ability to attract and to accommodate a large number of low-income consumers during promotional activities. Smaller retailers located in the heart of a community are also attractive because they determine what consumers buy throughout the month when they cannot afford the time or money to travel to larger stores that are farther away from their home. When selecting prospective retailers, consider creating a balance of larger retailers that will help you reach more consumers with each activity, and small retailers that have the potential to improve the food security in a community.

**Be sure to confirm and to discuss the qualification and suitability of a retail location before approaching staff at that location.**

## Making Initial Contact

Eighty to 90 percent of communications with your retailer should be either phone or in-person conversations. Reserve communications via e-mail, fax, or mail to confirm verbal agreements and orders. With this in mind, consider the following when making initial contact with a retailer:

### *Find the Decision Makers*

Depending on the size and type of store, the contact person who can make the decision to partner with the *Retail Program* will vary. With independently owned stores, you will likely have to approach the owner, whereas chain stores have a hierarchy of managers that you may have to maneuver through before you can get to someone with the authority to form a partnership.

### *The “Sales Pitch”*

The first step in creating a partnership is to resist the urge to “sell” the *Retail Program*. While a traditional sales pitch may work for some people, many tend to stop paying attention when they realize someone is trying to sell them something. So instead of starting off with a mini presentation, try starting a conversation. Introduce yourself and ask your retail contact how he or she connects with the community they serve. This is not a common question, so give them time to answer and listen for concerns that can be addressed through the *Retail Program*. Take on the mindset that you are there to help identify and solve issues that the retailer has relating to consumers and increasing fruit and vegetable sales.

Reasons why retailers may be interested in partnering with the *Retail Program* include:

- Identifying new resources (merchandising materials, free promotional activities conducted by campaign/program staff, free training for produce department staff).
- Reaching new consumers.
- Increasing profits.
- Enhancing their store’s image.
- Creating better customer loyalty.

In short, you are looking for a need you can meet or a concern you can address with *Retail Program* goods and services, so be careful not to lapse into “contract speak.” For example:

<b>Contract Speak</b>	<b>Discussing <i>Retail Program</i> Assets</b>
I have to arrange 40 food demonstrations a year.	Our program connects retailers with community health leaders who conduct free promotions that help shoppers purchase and consume more fruits and vegetables every time they shop.
I have to put signage up in 60 stores.	My program provides free signage to encourage shoppers to purchase and consume more fruits and vegetables.

When discussing how the *Retail Program* can benefit a retailer, remember the resources you have to offer that go beyond your intervention activities:

- Produce Quick Tips that will help clerks speak to consumers about fruits and vegetables.
- The ability to train their staff to conduct their own fruit and vegetable promotion activities.
- The ability to connect the retailer with a multitude of resources to help them grow their fruit and vegetable sales and customer loyalty.

### *Language Barriers*

*Retail Program* materials are translated into Spanish as soon as possible but even when you have all the written materials translated, how do you communicate verbally during site visits? How do you work with retailers that speak languages that the *Retail Program* does not have materials for? For family-owned stores, try finding out if a member of the family speaks English and speak with them. You can also form partnerships with community-based organizations that have translation services. For example, if a local community center serves a large Korean population, you might be able to identify a partnership opportunity between the community center and your LHD in exchange for a staff member sitting in on one or two meetings to translate. Strategies like these will have their limitations, but they may still result in successful partnership agreements with retailers that can make a significant difference in the community.

### ***Retail Program Marketing Kit***

The *Retail Program* Marketing Kit is a visual representation of what the *Retail Program* has to offer. Once you have turned the conversation to the *Retail Program*'s products and services, the Marketing Kit can help you guide the retailer through an informal type of presentation that will be easy for them to remember and refer to in the future. The Marketing Kit should be used during face-to-face meetings whenever possible. Sending it to potential partners via e-mail, fax, or mail may result in it being lost, set aside, or thrown away. The *Retail Program* Marketing Kit includes the following items:

#### ***Invitation to Become a Partner***

Review the letter in advance of your meeting and paraphrase the messages in your own words to help craft your initial conversation. Modify the letter as necessary to make it specific to your prospective retail partner.

#### ***Frequently Asked Questions***

Review the sheet in advance of your meeting to be prepared to answer common questions.

#### ***Merchandising Menu***

Walk your retail contact through the merchandising menu and provide additional details on each item, as necessary. You should not have to read from the menu, but rather refer to the images of the merchandising items to help make your case. Have a good idea of the actual sizes of each item so that you can demonstrate with your hands the space that they may require. It may be helpful to bring physical samples of some of the smaller materials such as wobblers and magnets. Point out specific items that you think will fit in the store (identify these items in advance of your meeting).

#### ***Retail Program Promotional Video***

This brief video provides an overview of *Retail Program* goods and services, including promotional activities. Bring a copy of the video on a disc or direct the retailer to view the video online at: <http://www.youtube.com/watch?v=U30musTrKoc>.

#### ***Harvest of the Month Marketing Flyer***

Use this marketing flyer to introduce the Harvest of the Month (HOTM) program as our prominent turnkey corporate social responsibility partnership option. HOTM also serves as a great connection point between schools and retailers. Be sure to inform the retailer of any schools in the area that participate in HOTM and explain that by displaying HOTM materials in their store, children who participate in HOTM activities in school may recognize HOTM, make the connection, and encourage their parent to purchase that fruit or vegetable. Reference the HOTM in-store merchandising materials.

#### ***Sample Materials***

Insert a copy of a Harvest of the Month Newsletter, Produce Quick Tip, or recipe card to show the types of materials their customers will enjoy through their partnership with you. Note: Update the *Invitation to Become a Partner* letter to reflect the sample materials you include in the Marketing Kit.



The Marketing Kit is also an excellent way to leave some additional information in the event that your meeting is canceled or cut short. You can leave the Marketing Kit for your retail contact to review until you are able to reschedule and speak in-person. In the event that a retailer contacts you and requests some introductory information by e-mail or fax, you can use elements of the Marketing Kit to grab the retailer's attention and increase your chances of getting an in-person meeting.

### *Seal the Deal*

Once a retailer agrees to participate in one of the *Retail Program* partnerships you'll want to formalize the agreement with either a Partnership Summary or MOU.

#### Partnership Summary:

A partnership summary should simply summarize what you and your retailer partner have agreed to without requiring their signature. Offer to have the retailer help write the partnership summary by asking what they would like it to say and offering suggestions on how to word the document. Always offer to make any changes per their request.

#### MOU:

A Memorandum of Understanding or MOU is a more formal partnership agreement that requires the signatures of both partners. Many smaller retailers may feel uncomfortable about signing anything, especially if there is a language barrier. If this occurs, you may want to ask about formalizing your partnership with a partnership summary until you've worked with the retailer long enough for them to feel comfortable signing a Memorandum of Understanding.

### *Dealing with Rejection*

In the event the retailer does not want to partner with the *Retail Program*, do your best to refer the retailer to any possible resources that may meet their needs. This will help leave the retailer with a positive image of the *Retail Program* that may still result in a future partnership opportunity.

## Effective Partner Communications

Every meeting with a retail partner should be planned in advance and include the following steps:

*Prepare:* What do you want to find out from this conversation?

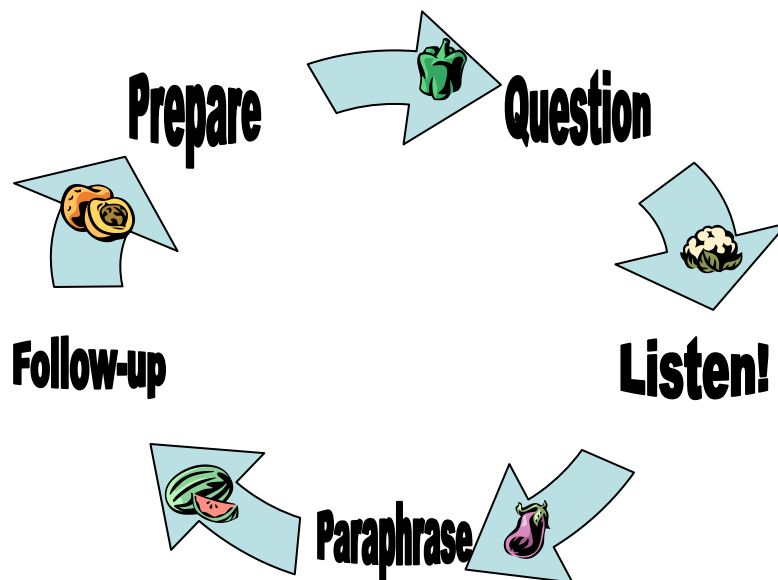
*Question:* Prepare prompts to ask the retailer to get the answers you need.

*Listen:* What are the retailer's needs, challenges, and perceptions?

*Paraphrase:* Understand what the retailer is trying to communicate and repeat it back so that they know you are getting their message. Offer a few suggestions on how to provide assistance to confirm you are going in the right direction.

*Follow-up:* Take action and respond to any requests or concerns within a week. Even if you can't fulfill a particular request within a week, make contact to let them know that you are still working on it and to confirm that the action you are taking will meet their needs. If they only voiced gratitude and praise during your last conversation, follow up within a week to see if anything has come up that may require your assistance.

***Repeat this cycle at every site visit or telephone conversation with your retail partner.***



*When you are communicating with your retail partners:*

- Do you prepare questions in advance?
- Are the questions you plan to ask detailed and easily understood?
- Are you really listening and understanding retailer concerns?
- Do you take notes and verbally acknowledge retailer questions or concerns during the conversation?
- Does the retailer feel like you understand them?
- Are you innovative in finding resources that they can use (even if it means referring them to another program)?
- Do you share your knowledge of their challenges and needs?
- Is your passion for what you do obvious?

Knowing your retail partner's needs will help you provide feedback to State *Retail Program* staff who continually develop and update merchandising materials and promotional activity options. The State *Retail Program* staff has access to corporate contacts of major chains, but your knowledge of your local retailers is the only way the State *Retail Program* staff receive feedback from small chain and independent retailers across the state.

## **Maintaining Ongoing Communications**

### *Retailer Visits*

Visit retailers in-person monthly. Your site visit objectives will depend on the type of partnership you have developed with the retailer but your overall goal should always be to build a positive relationship that instills trust on both sides.

### *Keep in Touch*

Call your retail partners between in-person site visits to find out how the materials or the promotional activities are working out (prepare, question, listen, paraphrase, follow-up). When you find out that the *Retail Program* is working on a new merchandising material or type of promotion, call your partners or send them a quick email asking for feedback on the material or promotion. Let partners know about other events that you think would benefit them. In short, let them know that you have not forgotten about them and that you are concerned about how they are doing. Many of these communications may go unanswered, but it is important that your contribution to the partnership is evident.

### *Getting Everyone On Board*

Even if your retail contact agrees to a partnership, you may still have to convince the staff who will ultimately work with you to carry out partnership activities (such as merchandising material maintenance). For example, if the regional manager of a large chain grocery store agrees to the partnership, you may still have to present a modified “sales pitch” to the store manager, the produce manager, and maybe even the produce clerks. In situations like this, it may help to have the partnership summary, signed MOU, or an introductory correspondence from the decision maker who approved the partnership.

### *Keeping Track of it All*

In the next section of this guide, you will find templates for writing partnership summaries and MOUs at the end of each type of partnership description. There are also promotional activity summaries and communication/site visit logs to help you keep track of all of your partnership success. Keep a binder of your Partnership Summaries/MOUs, communication logs, and promotion summaries so that you can effectively prepare for site visits, calls, or reporting problems to *Retail Program* State Staff. These materials do not have to be turned in to the *Retail Program* State Staff, but they must be made available to her for review during a *Retail Program* site visit.

### *Terminating a Partnership*

In the rare but unfortunate case that you have a partnership that is not working, you may terminate the partnership, remove any merchandising materials, and invite the retailer to contact you when they are better able to participate in the future.

You are encouraged to do your best to work through any problems with your retailer and salvage all the time and effort that has gone into the relationship. But you should not feel like you have to hang on to a partner that is uncooperative when you can invest your time and *Retail Program* materials elsewhere. If a partnership must be terminated, be sure to treat your retail partner with the utmost respect, suggest other resources they may be able to use, and end the relationship on a positive note.

**[Insert County] *Retail Program* Partnership Plan**

	<b>Partner Name</b>	<b>Contact</b>	<b>Priori ty</b>	<b>New Partner?</b>	<b>Past Partner?</b>	<b>Partnersh ip Request</b>	<b>Partnership Benefits</b>	<b>Partnership Benefits</b>	<b>Initial Approach Strategy</b>
	Network- Funded/Retailer/ Produce Industry/ Food Security Partner	Address, Email, or Phone	(A,B, C)	If yes, how did they find out about the Retail Program ?	If yes, how long have they been a partner? What will you do different this year to grow the partnership ?	The Ask.	Why are they partnering with the Retail Program?	How does this organization further the Retail Program's goals and objectives?	Provide a timeframe.
1									
2									
3									
4									
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6									
7									
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10									
11									
12									
13									
14									
15									

Program Representative Signature:\_\_\_\_\_

Date:\_\_\_\_\_

Retail Manager Signature\_\_\_\_\_

Date:\_\_\_\_\_

Merchandising and promotion tab

# Merchandising & Promotion Partnerships

## Overview of Merchandising & Promotion Partnerships

A standard Retail Program Merchandising and Promotion partnership requires the retailer to display at least two sets of merchandising materials for 2 five-month periods. In addition, the retailer must agree to allow for at least one promotional activity per year. The Retail Specialist (LHD staff or subcontractor) is responsible for maintaining the merchandising materials and coordinating the promotional activities. If your LHD engages Community Health Leaders (CHLs), CHLs should be responsible for promoting and conducting the promotional activities.

## How to Get Started

### *Merchandising Materials*

Become familiar with the material options found on the Merchandising Menu and the promotional activity options found in the *Retail Program* promotional video, and have a copy of the Merchandising Menu and promotional video available in the Marketing Kit when meeting with new retailers.

Merchandising materials are available to order on the online ordering system which is found here: <https://web3.kpcorp.com/v25/entry.asp?Account=CANN> For questions or concerns regarding the online ordering system, please contact [networkcustomerservice@cdph.ca.gov](mailto:networkcustomerservice@cdph.ca.gov)

### *Promotional Activity Staff*

Before approaching a retailer on behalf of the *Retail Program*, secure a list of promotional activity staff and confirm if they are certified food handlers. You may need to use this information during your discussions with your prospective retail partner.

## Other Tips

### *Material Delivery and Set-Up*

The Merchandising Guidance at the end of this section provides an overview of how to order, set-up, and maintain *Retail Program* materials. Walk the retailer through the Merchandising Menu to find out which materials meet their merchandising needs. Use the Materials Donation Form to show them the cash value of the materials they will receive from you. Make sure that they know this is not a bill. This form may help retailers see the value in the materials we provide and therefore help keep them in good condition.

### *Promotional Activities*

Once a Merchandising and Promotions partnership is secured, set up a meeting for the staff that will conduct the promotional activities (typically a CHL) to meet the retailer and any other staff that may be involved in these activities. Discuss the size of the store, retailer contributions to the activities, and possible dates. From this point on, it will be the responsibility of the appropriate promotional staff to plan, promote, and conduct the promotional activity. After the activity is complete, they will send you a Promotional Activity Form so that you can communicate the success of the event back to the retailer contact on your next visit, to remind them how you are benefiting their business.



### *Retailer Visits*

Contact your county's WIC Local Vender Liaison's (LVLs) to see if you can work out a way for them to help maintain merchandising materials in the *Network* retailers that they happen to visit as part of the WIC program.

### *Retailer Return on Investment*

In exchange for displaying our materials and contributing to promotional activities where possible (providing space and/or food donations) retailers can provide their consumers with interactive events that may result in an increase in produce sales, such as Fruit and Veggie Fest and store tours.

## Memorandum of Understanding

Between  
[Retailer Name] at [Retailer Location]  
and  
[Network Campaign/Program Name]

The purpose of this MOU is to clearly identify the roles and responsibilities of each partner as they relate to promoting fruits and vegetables to [Retailer Name] shoppers. By increasing the consumption of fruits and vegetables, it promotes good health and reduces the risk of chronic diseases, such as obesity, type 2 diabetes, heart disease, and some types of cancer.

[LHD] Shall Provide:

- At least 2 four-hour food sampling events by certified food safety handlers
- Materials for consumers
- Merchandising materials
- Technical assistance site visits

[Retailer Name] Shall Provide:

- Room for at least two food sampling events per year (mention food donations if applicable)
- Space for the display of *Network* merchandising materials
- Contact Retail Manager if materials need to be updated or replaced

With mutual agreement either party may modify the terms of this agreement. Either party may void this agreement with 30 days' notice for any reason.

This MOU shall be effective upon the signature of authorized officials of [Retailer Name] and [LHD Name].

Retailer Representative Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

LHD Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Retailer Visit Log  
(Visits Post Partnership Formation)**

<b>1.</b>	<p><b>Date:</b>                      <b>Time:</b>                      <b>Goals:</b></p> <p><b>Outcomes (include if follow-up is needed):</b></p> <p><b>If Applicable, Follow-up Date, summary, and person responsible:</b></p>
<b>2.</b>	<p><b>Date:</b>                      <b>Time:</b>                      <b>Goals:</b></p> <p><b>Outcomes (include if follow-up is needed):</b></p> <p><b>If Applicable, Follow-up Date, summary, and person responsible:</b></p>
<b>3.</b>	<p><b>Date:</b>                      <b>Time:</b>                      <b>Goals:</b></p> <p><b>Outcomes (include if follow-up is needed):</b></p> <p><b>If Applicable, Follow-up Date, summary, and person responsible:</b></p>
<b>4.</b>	<p><b>Date:</b>                      <b>Time:</b>                      <b>Goals:</b></p> <p><b>Outcomes (include if follow-up is needed):</b></p> <p><b>If Applicable, Follow-up Date, summary, and person responsible:</b></p>
<b>5.</b>	<p><b>Date:</b>                      <b>Time:</b>                      <b>Goals:</b></p> <p><b>Outcomes (include if follow-up is needed):</b></p> <p><b>If Applicable, Follow-up Date, summary, and person responsible:</b></p>

## ***Retail Program Partnership Summary***

**Retailer Name:**\_\_\_\_\_

**Location:**\_\_\_\_\_

**Retailer Contact Name:**\_\_\_\_\_ **Phone:**\_\_\_\_\_

**Partnership Type:**

Merchandizing/Promotions\_\_\_\_

Corporate Social Responsibility\_\_\_\_

Retailer Education\_\_\_\_

**Brief Summary of Partnership:**

**Retail Specialist Signature:**\_\_\_\_\_

**Date**\_\_\_\_\_

## Promotional Activity Form

**Retailer Name**\_\_\_\_\_ **Retailer Location**\_\_\_\_\_

**Type of Activity:** Food Demonstration\_\_\_\_ Store Tour\_\_\_\_  
Other \_\_\_\_\_

Food Safety Certified Activity Lead Name:\_\_\_\_\_  
Phone:\_\_\_\_\_

Date: \_\_\_\_\_ Time (start and end time): \_\_\_\_\_ Weather: \_\_\_\_\_  
Attendance: \_\_\_\_\_

Activity Details (recipes/foods sampled, games, retailer donated ingredients/supplies, etc.):

Where the activity was held (produce aisle, parking lot, etc.)?

What aspect of the activity appealed most to customers?

What nutrition education messages worked well?

Was there any aspect of the activity that was not effective with customers? Please explain.

How was the activity promoted?

What did you like/dislike about hosting this activity at this retail location?


What would you do to improve the activity in the future?

## Specific Merchandising Guidance

In the pages that follow, you will find guidance on how to use the *Retail Program* merchandising materials. A visual of each item will be accompanied by:

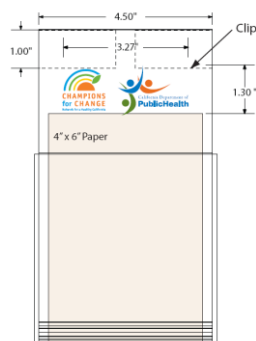
- the status to the item (i.e. available, on order, in development)
- a brief description of the item
- suggestions on what types of stores may be best suited for the material
- suggestions on where the material may have the most impact
- tips on how to set-up, maintain, and replace the material

While these suggestions are meant to provide additional technical assistance, final decisions on how the materials will be used will be at your retail partner's discretion. Be creative in tight spaces and listen to your retail partner's needs and concerns about the visibility, usefulness, and safety of placing materials throughout their store.

Floor Stand	
<p data-bbox="86 827 331 858"><b>Status:</b> Available</p> 	<p data-bbox="389 789 1455 898"><b>Description:</b> This 5' tall pedestal-style stand holds a 22" x 28" poster (available in English and Spanish) and has protective plastic covers to keep posters dry and prevent damage.</p> <p data-bbox="389 936 1336 1005"><b>Suggested Store Type:</b> Medium to large or warehouse stores with available floor space.</p> <p data-bbox="389 1043 1029 1079"><b>Location:</b> Front door or produce department.</p> <p data-bbox="389 1117 1430 1226"><b>Set-Up:</b> The stand comes in three metal pieces, has four screws, and two clear sheets of protective plastic sheets (remove the blue film from the plastic sheets before using).</p> <p data-bbox="389 1264 1455 1373"><b>Maintenance:</b> Check to be sure the plastic sheets are in place. Change the signage 2 to 3 times a year. Retailers that operate heavy machinery in the store are likely to have a higher turnover rate due to accidental damage.</p> <p data-bbox="389 1411 1398 1446"><b>Replacement Criteria:</b> Take down if sign and/or hardware is damaged.</p>

## Floor Stand &/or Aisle Recipe Holder

**Status:** Available



**Description:** These vertical recipe card holders can be adhered to the floor stand or clipped into shelf molding near fresh, canned, juiced, and/or dried fruits and vegetables. These recipe card holders have the *Champions for Change* logo for easy identification and separation from retailer materials.

**Suggested Store Type:** Any store with a floor stand or shelf molding (most warehouse retailers do not have this type of shelving).

**Location:** On the floor stand, adhered to the refrigeration unit of fresh produce items, or in the shelf molding of the canned, juiced, and/or dried fruit and vegetable aisles.


**Set-Up:** Recipe card holders will come with permanent foam tape for adhesion to the floor stand or plastic clips for shelf use.

**Floor stands:** Use the foam tape to adhere the recipe card holder to the floor stand just under the poster frame. Be sure there is enough room for the recipe card to poke out of the holder without covering the frame.

**Aisle shelf molding:** Use the foam tape to attach the plastic clips side-by-side on the back of the holder. Clips should be placed directly across from each other and high enough so that the recipe cards do not cover the shelf. Tilt the top of the clips into the shelf molding and snap the bottom half of the clips into the shelf.



**Maintenance:** Refill the recipe cards, as necessary. Recipes for the shelf recipe card holders should have canned, juiced, and/or dried fruit or vegetable ingredients (e.g. chickpea dip).

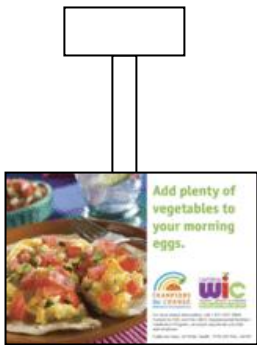
**Replacement Criteria:** Replace any missing or broken holders as needed.


<b>Wall/Window Posters</b>	
<p><b>Status:</b> Available</p> 	<p><b>Description:</b> These 18" x 24" water resistant posters (available in English and Spanish) are smaller versions of the signage used in the floor stand.</p> <p><b>Suggested Store Type:</b> Independent stores with limited space for floor stands.</p> <p><b>Location:</b> Produce department, front door, or window.</p> <p><b>Set-Up:</b> Use two-sided tape at the corners to prevent curled edges.</p> <p><b>Maintenance:</b> Posters hung in the window will need to be replaced once they begin to fade from sunlight exposure.</p> <p><b>Replacement Criteria:</b> Replace if torn or faded.</p>


<b>Countertop Sign</b>	
<p><b>Status:</b> Available</p> 	<p><b>Description:</b> This 11" x 13" sign fits on counters and produce tables. The sign holds a medium-sized poster and three sets of recipe cards (available in English and Spanish).</p> <p><b>Suggested Store Type:</b> Independent stores with table or counter space.</p> <p><b>Location:</b> Any counter space near the produce department or at the register.</p> <p><b>Set-Up:</b> The sign does not automatically come with the signage or the recipe cards. Be sure to order these materials for proper set-up. You may want to use a small amount of <b>non-permanent</b> foam tape or fun tack to secure the signs to their surface. <b>Get permission from the retail staff before sticking the kiosk to a surface.</b></p> <p><b>Maintenance:</b> Make sure recipe cards are filled and corners are not torn or bent. Replace cards as necessary.</p> <p><b>Replacement Criteria:</b> Replace if signage edges are damaged. Replace recipe cards as necessary.</p>



<p><b>Spinning Kiosk</b></p> <p><b>Status:</b> Available</p> 	<p><b>Description:</b> This three-sided kiosk displays three different 8" x 11" signs, holds 3 sets of recipe cards, and spins 360 degrees.</p> <p><b>Suggested Store Type:</b> Independent stores.</p> <p><b>Location:</b> Any counter space near the produce department or at the register.</p> <p><b>Set-Up:</b> The kiosk does not automatically come with the signage or the recipe cards. Be sure to order these materials for proper set-up. The kiosk will come with three 8" x 11" signs (in English and Spanish) and three "take one" cards that invite consumers to take a recipe card. Order three sets of recipe cards to accompany the kiosk. You may want to use a small amount of <b>non-permanent</b> foam tape or fun tack to secure the kiosk to a surface and adhere the "take one" cards inside the kiosk's recipe card holders. <b>Get permission from the retail staff before sticking the kiosk to a surface.</b></p> <p><b>Maintenance:</b> Make sure recipe cards are filled and corners are not torn or bent. Replace cards as necessary.</p> <p><b>Replacement Criteria:</b> Replace if signage becomes cracked. Replace recipe cards and "take one" as necessary.</p>
<p><b>Network/CDPH Wobblers</b></p> <p><b>Status:</b> Available.</p> 	<p><b>Description:</b> These two-sided 3" x 5" wobblers (English and Spanish) remind shoppers how to include fruits and vegetables in a variety of meals and snacks.</p> <p><b>Suggested Store Type:</b> Any store with shelf molding (most warehouse retailers do not have this type of shelving).</p> <p><b>Location:</b> Eye-level shelf edge of oatmeal, pasta, pasta sauce, tortilla, egg, chicken, pancake, juice, milk, and/or bread aisles and departments within the store.</p> <p><b>Set-Up:</b> Choose the appropriate language. Bend the small tab at the top of the wobbler and release within the shelf edge. Place near foods that are represented in the wobbler. For example, the apple oatmeal wobbler should either be placed near an apple display or on a shelf that holds oatmeal.</p> <p><b>Maintenance:</b> Make sure wobblers are not missing during site visits.</p> <p><b>Replacement Criteria:</b> Bent or damaged wobblers should be replaced.</p>

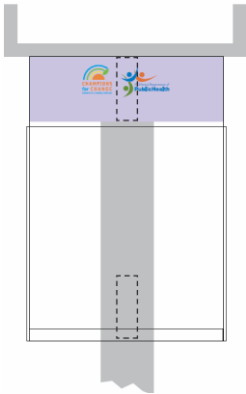
<b>Network/WIC Wobblers</b>	
<p>Status: Available.</p> 	<p><b>Description:</b> These two-sided 3” x 5” wobblers (available in English and Spanish) remind shoppers how to include fruits and vegetables in a variety of meals and snacks.</p> <p><b>Suggested Store Type:</b> Store accepts WIC benefits with shelf molding (most warehouse retailers do not have this type of shelving).</p> <p><b>Location:</b> Eye-level shelf edge of milk, cheese, tuna, egg, bread, tortilla, rice, oatmeal, and/or cereal aisles and departments within the store.</p> <p><b>Set-Up:</b> Choose the appropriate language. Bend the small tab at the top of the wobbler and release within the shelf edge. Place near foods that are represented in the wobbler. For example, the egg wobbler should either be placed near a tomato display or on a shelf that holds tortillas or eggs.</p> <p><b>Maintenance:</b> Make sure wobblers are not missing during site visits.</p> <p><b>Replacement Criteria:</b> Bent or damaged wobblers should be replaced.</p>

<b>Network/WIC/CalFresh Magnets</b>	
<p>Status: Available.</p> 	<p><b>Description:</b> These 2” x 6.5” magnets (available in English) remind shoppers how to include fruits and vegetables in a variety of meals and snacks.</p> <p><b>Suggested Store Type:</b> Warehouse store setting accepts WIC and CalFresh benefits with metal shelving.</p> <p><b>Location:</b> In between eye-level price stickers of cereal, oatmeal, pasta, pasta sauce, rice, chicken, bread, tuna, tortilla, and/or egg aisles and departments within the store.</p> <p><b>Set-Up:</b> Place near foods that are represented on the magnet. For example, the sandwich magnet should either be placed near a cucumber, tomato, or lettuce display or on a shelf that holds tuna or whole wheat bread.</p> <p><b>Maintenance:</b> Make sure magnets are not missing during site visits.</p> <p><b>Replacement Criteria:</b> Replace if faded or missing.</p>

<b>In-store Radio Announcements</b>	
<p><b>Status:</b> Available.</p> 	<p><b>Description:</b> These 60 and 90 second radio announcements convey fruit and vegetable messages in English or Spanish.</p> <p>The audio messages are to increase awareness of the <i>Network</i> and to encourage low-income Californians to increase the purchase and consumption of fruits and vegetables. While consumers are shopping, their food buying decisions are made at the point of purchase, the nutritional audio messages are to capitalize on a captive audience; thereby, increasing store's produce sales and enhancing the shopping experience.</p> <p><b>Suggested Store Type:</b> All stores.</p> <p><b>Location:</b> Major retailers utilize a satellite for their in-store radio, while independent retailers may have a system in-house.</p> <p><b>Set-Up:</b> Download messages from the Web site <a href="http://www.cdph.ca.gov/programs/cpns/Pages/SpanishRadioAds.aspx">http://www.cdph.ca.gov/programs/cpns/Pages/SpanishRadioAds.aspx</a>. For retailers utilizing satellite radio, work with your contact to determine how to add the announcements to the schedules radio programming.</p> <p><b>Maintenance:</b> Question staff about the frequency of use at each site visit.</p> <p><b>Replacement criteria:</b> N/A</p>

## Harvest of the Month Newsletters & Holder

**Status:** Available.



**Description:** These two-sided 8" x 11" newsletters (available in English and Spanish) highlight a different fruit or vegetable every month according to the Harvest of the Month school schedule. The newsletters are held in vertical large brochure holders that can be adhered to the floor stand.

**Suggested Store Type:** All retailers with printing capabilities or any store with a floor stand.

**Location:** At the front door in a retailer's circular/add holder or in the large vertical brochure holder adhered to the floor stand

**Set-Up:** Provide high-resolution files to retailer's 3 or more months before use. The vertical large brochure holders come with permanent foam tape for adhesion to the floor stand

**Maintenance:** Find out how the retailer uses the material.

**Replacement criteria:** Replace any missing or broken holders as needed.

## Recipe Cards

**Status:** Available



**Description:** These double-sided recipe cards (English and Spanish) are held in recipe card holders that can be placed in the fresh, canned, juiced, &/or dried fruit and vegetable aisle.


**Suggested Store Type:** Any store with available space and appropriate ingredients.


**Location:** In the shelves of the canned, juiced, and/or fruit and vegetable aisles, or adhered to a refrigeration unit.

**Set-Up:** Insert the clamp into the shelf molding and tighten it, or use the foam tape to adhere to a flat, vertical surface.


**Maintenance:** Refill the recipe cards, as necessary.


**Replacement Criteria:** Replace any missing or broken holders.

<b>Network/CalFresh Window Cling</b>	
<p>Status: Available.</p> 	<p><b>Description:</b> This 6" x 7" window cling (available in English) inform shoppers fresh fruits and vegetables are available at the store location.</p> <p><b>Suggested Store Type:</b> Small sized stores that accept CalFresh benefits and sell quality fresh fruits and vegetables.</p> <p><b>Location:</b> Front window of store or store with glass door(s).</p> <p><b>Set-Up:</b> Peel back half of the plastic backing to position cling on glass then once aligned remove remaining half of plastic backing, smooth accordingly.</p> <p><b>Maintenance:</b> Make sure cling is not missing during site visits.</p> <p><b>Replacement Criteria:</b> Replace if faded or missing.</p>

<b>Network/CalFresh Freezer Clings</b>	
<p>Status: Available.</p> 	<p><b>Description:</b> These 5" x 7.5" window clings (available in English) remind shoppers how to include frozen fruits and vegetables in a variety of meals and snacks.</p> <p><b>Suggested Store Type:</b> All stores that accept CalFresh benefits have frozen fruits &amp;/or vegetables, and have a frozen display case.</p> <p><b>Location:</b> Frozen fruit &amp;/or vegetable section of a frozen display case.</p> <p><b>Set-Up:</b> Peel back half of the plastic backing to position cling on glass then once aligned remove remaining half of plastic backing, smooth accordingly.</p> <p><b>Maintenance:</b> Make sure cling is not missing during site visits.</p> <p><b>Replacement Criteria:</b> Replace if faded or missing.</p>

<b>Shopping Cart Signs</b>	
<p>Status: Available.</p>	<p><b>Description:</b> These weather resistant 11 ½" x 7 ½" Shopping Cart Signs and hardware mount to the front of a customer's shopping cart to display the call to action message to make half your plate fruits and vegetables. Available in English and Spanish.</p>

	<p><b>Suggested Store Type:</b> All stores that make shopping carts available to customers.</p> <p><b>Location:</b> Front end of grocery shopping carts.</p> <p><b>Set-Up:</b> Affix the frame to the front end of the shopping cart by using either zip ties or nuts and bolts. One half of the frame will be inside the cart, facing the customer, the other half will be on the outside of the cart. Once the frame is secure, slide a laminated sign into each side of the frame.</p> <p><b>Maintenance:</b> Make sure frames and signs are in good condition during site visits.</p> <p><b>Replacement Criteria:</b> Replace if damaged or missing.</p>
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<p><b>Produce Nutrition Signs</b></p>	
<p>Status: Available.</p> 	<p><b>Description:</b> Each pack contains 20 different signs featuring common fruits and vegetables, and highlights the nutritional benefit of the item, a preparation tip, and a storage tip.</p> <p><b>Suggested Store Type:</b> All stores that accept CalFresh benefits and have a variety of fresh fruits and vegetables.</p> <p><b>Location:</b> Produce section, with the appropriate sign placed near each item.</p> <p><b>Set-Up:</b> Use double-sided tape to affix signs to produce display cases, or use standing sign clips.</p> <p><b>Maintenance:</b> Make sure signs are in good condition during site visits.</p> <p><b>Replacement Criteria:</b> Replace if damaged or missing.</p>
<p><b>Price Signs</b></p>	
<p>Status: Coming Soon.</p>	<p><b>Description:</b> These price signs provide a unified and professional look to a small produce department. Product information, such as item name and the price, can be hand-written. Each sign displays the call to action message to make half your plate fruits and vegetables and provides a web address for tips and recipes.</p> <p><b>Suggested Store Type:</b> Independent or small markets with fresh produce.</p> <p><b>Location:</b> Produce section.</p>

	<p><b>Set-Up:</b> Use double-sided tape to affix signs to produce display cases, or use standing sign clips.</p> <p><b>Maintenance:</b> Make sure signs are in good condition during site visits.</p> <p><b>Replacement Criteria:</b> Replace if damaged or missing.</p>
--	--

<b><i>In-store Dining Table Top Display</i></b>	
Status: Coming Soon	<p><b>Description:</b> These three-sided plexiglass tabletop displays promote healthy eating and physical activity to consumers in dining settings. Messages are easily able to change and update. One side of the display can be offered to the host location for their own advertising.</p> <p><b>Suggested Store Type:</b> Retailers that have an in-store dining area with tables and chairs.</p> <p><b>Location:</b> A tabletop display can be located at each table within the dining area.</p> <p><b>Set-Up:</b> Place one tabletop display on each table within the dining area. Slide message cards into the display, placing the side with the appropriate language for the location facing out (each card is double-sided with English and Spanish).</p> <p><b>Maintenance:</b> Make sure signs are in good condition during site visits.</p> <p><b>Replacement Criteria:</b> Replace if damaged or missing. Replace message cards that are out of date with updated message cards.</p>





Network for a Healthy California – Retail Program  
 California Department of Public Health  
 1616 Capitol Avenue, MS 7204  
 Mail: P.O. Box 997413, MS 7204  
 Sacramento, CA 95814  
[www.networkforahealthycalifornia.net/retail](http://www.networkforahealthycalifornia.net/retail)  
 Phone: (916) 449-5400  
 Fax: (916) 449-5415

## IN-KIND DONATION

**DATE:**

**Received By:**  
*Retail Contact Name:*

\_\_\_\_\_  
*Name of Store*

### Summary of material donations for [retailer name]

DESCRIPTION	UNIT PRICE	AMOUNT	SUBTOTAL
Metal Floor Stand	\$131.00 each		
Countertop Kiosk	\$84.00 each		
Cross Promotional Wobbler Set	\$15.00 each		
Cross Promotional Magnet Set	\$3.00 each		
Spinning Kiosk	\$15.00 each		
In-Store Radio Announcements	No Cost		
Wall Posters	\$8.00 each		
Harvest of the Month Newsletters	No Cost		
Newsletter Holder	\$20.00 each		
Window Clings	\$4.00 each		
Recipe Card Holder	\$25.00 each		
Recipe Cards	\$5.00 per pack		
Produce Nutrition Sign Set	\$4.00 each		
Produce Quick Tip Card Set	\$15.00 each		
In-Store Dining Tabletop Display	TBD		
Price Signs	TBD		

If you have any questions concerning this material donation summary, contact  
 [Name] at [phone] or [email]

**THANK YOU FOR BEING A  
 NETWORK FOR A HEALTHY CALIFORNIA PARTNER!**



## Corporate Social Responsibility Tab

## Corporate Social Responsibility Partnerships

### Definition of a Corporate Social Responsibility Partnership

A corporate social responsibility program (CSR) is an industry term referring to charitable or community-focused projects conducted by businesses as part of their long-term commitment to the communities affected by the company's operations. These programs may be conducted by a business of any size and may take the form of cash donations to humanitarian organizations, sponsorship of community events, or the donation of goods or labor to community projects.

The *Retail Program* Corporate Social Responsibility Partnership option offers retailers assistance adding to their existing CSR or developing a new CSR by connecting the retailer to a local *Network*-funded organization through produce or coupon donations that will enhance direct nutrition education activities within the organization and ultimately encourage SNAP-Ed-eligible communities to eat the recommended amounts of fruits and vegetables every day. **If your *Local Health Department* is unable to broker donations with retailers because of conflict of interest concerns, CSR partnerships will not be an option for your retail partners.**

CSR partnerships were originally developed for retailers that did not have the space or desire for *Retail Program* merchandising materials but still wanted to participate with *Network* interventions.

### Overview of a *Retail Program* CSR

A standard *Retail Program* CSR partnership consists of a retailer donating coupons or produce to a *Network*-funded project. It is best if these donations can go to a site within walking distance of the retailer that is or would like to start a Harvest of the Month (HOTM) program. Originally conducted in schools and community youth organizations, HOTM is a curriculum that highlights a fruit and/or vegetable every month. Creating a CSR partnership with a HOTM site will expand the HOTM interventions by ensuring that program participants will have the opportunity to taste the highlighted produce items as they learn. What does the retailer get out of the partnership? If they choose, and if they have room for it, recipients of the coupon or produce donations should participate in a store tour to see where the donation came from and increase their familiarity with how to select, purchase, store, and prepare produce.

Because true CSR partnerships do not include the display of merchandising materials, focus on HOTM items, and they should always be conducted with organizations within walking distance of the retailer partner. They are perfect for Children and Youth Programs partnerships. If you are unable to form CSR partnerships because of conflict of interest concerns with your Local Health Department, you can still form partnerships for Children and Youth Programs by securing store tour opportunities.

## **How to Get Started**

A CSR partnership should be presented as one option that your prospective retail partner may choose based on their needs and capabilities. To ensure the retailer understands the commitment necessary to develop a successful CSR, discuss the following topics:

### *CSR partnership sites*

A CSR requires that the retail location is within walking distance of the recipient location. This requirement is to assure retailers that the audiences receiving their donations are able to return to their store to shop which increases the retailer's motivation to participate. For example, a school that utilizes *Harvest of the Month* materials, community youth organization, a church involved in NEOP intervention strategies, a direct health service provider or community-based organization, or a worksite wellness location are all examples of locations that would benefit from regular produce donations as part of an on-going partnership. However, an annual or biannual festival would not be an appropriate recipient for a CSR partnership. Describe all of the appropriate CSR partnership sites surrounding the retailer so that they can choose where they would like to send their donations.

### *Donation types*

Retailers will have the option of donating HOTM produce items (preferred) or providing discounts on HOTM items. Each donation must reach at least 200 people through taste tests. This means that a donation of 25 apples would provide 200 samples of apple in the fall (a standard apple slicer cuts apples into eight slices). Make sure this is clear to the retailer so that they do not assume you are asking for a very large amount. CSR partnership retailers do not have to stick to the HOTM schedule of produce items. They serve as a nice starting point and are being utilized by numerous organizations throughout the state, but the retailer may donate other produce items if they wish. Work with the retailer and the recipient organization to ensure the donated product can be easily prepared and distributed at the recipient site.

### *Donation logistics*

Work with the retailer and recipient organization to arrange for donation pick-up or delivery (depending on the capabilities of the retailer). Organizing the logistics of a donation program (providing retailers with documentation to write-off the donation, arranging pick-up and drop-off times, ensuring the produce is appropriate for the recipient site, etc.) can make you a valuable asset to your retail partner. Even some of the largest most organized retailers need assistance keeping track of their donation programs.

### **Retailer Return on Investment**

Discuss the retailer's opportunities to reap a return on their generosity and how you will assist with each option.

- **Store Tours:** You can arrange for donation recipients to participate in a tour of the retailer's location. If the retailer is large enough, tour groups of 15-20 recipients will help the retailer's produce manager make a connection with members of the community and provide the retailer with a tangible outcome from their donations. If a retailer can not accommodate a store tour, it is not required.
- **Media Contacts:** You can submit press releases or short articles about the CSR partnership to local press to help elevate the retailer's image.

## Retailer Education Partnership Tab

## **Retailer Fruit and Vegetable Education Partnership**

### **Overview of a *Retail Program* Retailer Fruit and Vegetable Education Partnership**

A Retailer Education partnership occurs when a self-motivated independent retailer seeks information on how to improve their fruit and vegetable quality, quantity, or sales. This can take place as a result of a community food environment assessment, such as Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention (CX3). A Retailer Education Partnership is essential to implementing a successful retail-based Policy, System, Environmental (PSE) change strategy, such as a healthy store certification program or a healthy checkout space.

### **How to Get Started**

Review the Retail Fruit and Vegetable Marketing Guide in its entirety. It is important that you are familiar with the guide so that you can answer questions or provide the retailer with some guidance on other resources that can help them achieve their goals of selling more fruits and vegetables.

Find out if there are any organizations in your county that provide technical assistance to independent retailers that want to sell more fruits and vegetables. This could include retail consulting firms, produce distributors, local business associations and others. Utilize resources available on the Network for a Healthy California – Retail Program webpage: <http://www.networkforahealthycalifornia.net/retail>. Additional resources are available through Change Lab Solutions: <http://changelabsolutions.org/>.

Provide the retailer with a copy of the Retail Fruit and Vegetable Marketing Guide and walk them through each section. Be sure to spend more time educating them about produce handling, merchandising, and customer education. Refer them to resources and organizations in the area that can provide additional assistance for topics that are out of your specialty such as funding sources, equipment purchases, etc.

### **Retailer Return on Investment**

The ultimate goal of a Retailer Fruit and Vegetable Education partnership is that the retailer will carry enough produce for you to establish either a Merchandising and Promotions partnership or a Corporate Social Responsibility partnership. A retailer should be able to make their desired changes to their produce within 3-4 months. As part of your partnership summary or Memorandum of Understanding, you should plan on when you'll be able to arrange for a food demonstration, community taste testing, or some other promotional activity to highlight the retailer's new produce offerings.

## **Produce Industry Partnership Tab**

## Produce Industry Partnership

### Overview of a Produce Industry Stakeholder Partnership

A Produce Industry Stakeholder partnership is basically a CSR between a grower (e.g., Bob's Pear Farm), shipper (e.g., General Produce), processor (e.g., Cut N Clean Greens), distributor/wholesaler (e.g., a local terminal market), or commodity board (e.g., California Tree Fruit Agreement) and a *Network*-funded project. These stakeholders are also called members of the *supply chain*, meaning that they are responsible for supplying the fruits and vegetables we find in a supermarket (retailers and restaurants are considered the last link in the supply chain).

### How to Get Started

Based on the type of organization you are dealing with a Produce Industry Stakeholder partnership will differ from a standard Corporate Social Responsibility partnership.

#### *For Example:*

It would be difficult to negotiate multiple donations from the California Tree Fruit Agreement throughout the year because they specialize in peaches, plums, and nectarines which are only available during certain times of the year.

Multiple donations from Cut N Clean greens (though available year-round) would get repetitive since they only offer various types of dark leafy greens.

Produce Industry Partnerships offer flexibility that can allow you to provide more support to the programs and projects in your county.

#### *Making Contact*

Before making contact with a Produce Industry Stakeholder partner, confirm if they are a local organization or a multi-region or state-wide organization. Organizations that serve multiple regions or the entire state should be approached by one representative from the *Network* so that they are not bombarded by staff from multiple counties. Please contact your state-level *Retail Program* lead staff to find out if there are multiple counties that may benefit from a single organization and to coordinate partnership activities with other counties. If an organization is a local farmer, terminal market, or some other type of partner that serves only one county, feel free to approach them as you see fit.

#### *Produce Industry Stakeholder partnership sites*

Due to issues such as limited growing seasons or variety, Produce Industry Stakeholder partnerships may consist of *one or more* annual donations of produce or coupons.

A Produce Industry Stakeholder partnership may connect one organization to multiple *Network*-funded projects. So a partnership with the California Sweet Potato Council may only result in one large donation in February, but that donation can be shared among multiple *Network*-funded sites.



A Produce Industry Stakeholder partner does not have to be close to a particular *Network*-funded project to provide a donation. This is because their product is usually available in multiple retail locations.

#### *Donation types*

Produce Industry Stakeholders may or may not produce HOTM items. In this situation, there is no need to adhere to the HOTM produce schedule. Each donation must reach at least 200 people through taste tests. This means that a donation of 25 apples from Apple Hill Farms would provide 200 samples of apple in the fall (a standard apple slicer cuts apples into eight slices). Make sure this is clear to the partner so that they do not assume you are asking for a very large amount. Work with the produce industry partner and the recipient organization to ensure the donated product can be easily prepared and distributed at the recipient site.

#### *Donation frequency and logistics*

Work with the produce industry partner and recipient organization to arrange for donation pick-up or delivery (depending on the capabilities of the partner). Organizing the logistics of a donation program (providing partners with documentation to write-off the donation, arranging pick-up and drop-off times, ensuring the produce is appropriate for the recipient site, etc.) can make you a valuable asset to your partner. Even some of the largest most organized organizations need assistance keeping track of their donation programs.

#### **Produce Industry Stakeholder Return on Investment**

Discuss the produce industry partner's opportunities to reap a return on their generosity and how you will assist with each option.

- Media Contacts: you can submit press releases or short articles about the Produce Industry Stakeholder partnership to local press to help elevate the organization's image.
- Be sure the recipients of the donation are informed of which produce industry stakeholder provided the donated items.

## **Food Security Advocate Partnership Tab**

## Food Security Advocate Partnerships

**Food Bank Partnerships:** These partnerships will provide County Food Bank staff with tools and training to disseminate to food pantries throughout their county.

Below are a few examples of partnering with a food bank:

- Work with a food bank to determine their wants and needs and how they can work with *Retail Program* staff.
- Collaborate with a qualifying retailer to see if they would be willing to host a food drive. The food bank will deliver food collection barrels and pick them up when filled. If the food bank does not have a healthy donation list and would like one, work with them to establish one.
- Ensure local food bank coordinators have materials such as newsletters and brochures available. If the food bank is not currently conducting nutrition education activities, partner with the food bank to identify opportunities for simple interventions they can implement.
- Invite a food bank coordinator to present at a retail-sponsored or a multi-county coalition event.
- Invite food banks to promote the CalFresh Program and share how they can get free multilingual CalFresh materials (<http://www.fns.usda.gov/snap/outreach/translations.htm>).
- Connect with each other's food industry and media partners.

Find local food bank coordinators within your county or through the California Association of Food Banks at:

[http://www.cafoodbanks.org/Find\\_A\\_Food\\_Bank.html](http://www.cafoodbanks.org/Find_A_Food_Bank.html)

**CalFresh Office Partnerships:** As you promote accepting EBT to retailer partners, your relationship with county CalFresh offices will help connect retailers to staff capable of providing appropriate outreach services.

Find county CalFresh offices within your county for available materials to distribute during promotional activities such as a food demonstration, store tour, or retail-sponsored event.

### *CalFresh Outreach Partners*

Many food banks, community health centers, and other community-based organizations are providing CalFresh outreach services. Like county CalFresh offices, CalFresh outreach partners can provide information about the CalFresh Program. Many also help interested parties fill out CalFresh applications. Consider inviting them to table at your retail-sponsored events. A list of partners is available at:

<http://networkforahealthycalifornia.net/outreach>.

**WIC Partnerships:** WIC Local Vendor Liaisons (LVL) promote partnerships between the WIC Program, WIC authorized vendors (retailers), and other community organizations. Each of the 82 local WIC agencies has designated one or more staff as an LVL. The LVL serves as a resource to WIC authorized grocery stores in their service areas. Currently there are 6,000 WIC authorized grocery stores in 10 WIC regions. The role of the LVL is to provide technical assistance about the WIC shopping experience and the new WIC food packages. They provide information about the food package changes.

### *Current LVL activities:*

- Providing WIC authorized vendors with WIC vendor materials (such as shelf talkers, posters, signs, WIC shopping guides, and WIC decals) and current food package updates.
- Establishing ongoing communication with local WIC authorized store managers and store personnel within each agency's geographic service area. This will include discussing and resolving WIC-specific shopping or customer service issues between WIC authorized vendors, the WIC sites and participants.
- Coordinating vendor visits with other WIC agencies within their service area.
- Providing support and technical assistance to vendors as needed which may include coordinating and collaborating with community partners as appropriate to improve access to healthy foods.
- Sharing comments and questions from the vendor community and State WIC and other LVLs.

### *LVL Limitations*

The Local Vendor Liaisons work with the WIC authorized vendors (retailers that have a signed vendor agreement with the State WIC Program). LVLs cannot provide any preferential treatment towards any individual vendors. This means that they cannot promote activities at vendor locations or provide a WIC vendor with any product or services without offering these products and services to all WIC vendors in their geographic area.

### *State Level Network/WIC Partnerships*

At the state level, the *Network* and WIC will work together to provide cross training opportunities and co-branded materials. At present, *Network* and WIC staff is identifying signage that will be co-branded and made available to LVLs to distribute to retailers that do not qualify for *Network* materials. *Network* and WIC staff is also identifying ways to create additional training and networking opportunities to help support both local *Retail Program Specialist* and LVL objectives.

### *Local Level Retail Specialist/LVL Partnerships*

Due to the limitations of both the local Retail Specialist and LVL staff, the current partnership recommendation is a retailer referral and materials maintenance system.

### Referrals

If an LVL comes across a vendor that could use assistance promoting their fresh produce the LVL can refer the vendor to the county's Retail Specialist. The Retail Specialist then confirms if the retailer vendor qualifies for a retail partnership. If so, the vendor is assigned to form a merchandising/promotion, corporate social responsibility, or retailer fruit and vegetable education partnership.

### Materials Maintenance

As part of a *Network* partnership, retailers display *Network* signage and materials that require regular maintenance. If an LVL has a *Network* retailer that they regularly visit, they could take note of the condition of the *Network* materials at the site and contact the local Retail Specialist if materials are missing, damaged, or need to be refilled. In some circumstances, the LVL may also be able to provide *Network* materials to WIC authorized vendors that also qualify for *Network* materials but that *Network* staff does not have the man power to reach.



## Partnership Maintenance Tab

## **Partnership Maintenance**

Promotional activities are your opportunity to show retailers a return on their investment with exciting and empowering activities that can increase produce sales.

## **How to Get Started**

Identify which staff will be responsible for conducting promotional activities in the retail environment.

Once you have identified these staff members/subcontractors, confirm when they will receive their safe food handler certification from either your local health department or a private company such as Servsafe.

Organize dates for conducting promotional activity trainings so that you can train multiple staff at once. As the local Retail Specialist, your focus should be partnership building, merchandising maintenance, and promotional activity training. You should also be capable of planning and conducting a promotional activity if the need should arise.

### *Food Demonstration Training*

Read the Food Demonstration Kit in its entirety which is designed to provide the knowledge and resources to effectively conduct a fun, interactive and healthy food demonstration.

### *Store Tour Training*

Read the Store Tour Guide in its entirety which is designed to provide the knowledge and resources to effectively conduct a fun, interactive, fruit and vegetable store tour at a local grocery store. Additionally, familiarize yourself with the Kids' Store Tour Activity Booklet, as this booklet serves as a tool for conducting store tours with groups of elementary-aged children.

### *Training Tools*

Use the following tools to add to your training sessions.

- How to use Produce Quick Tips
- California Conference of Directors of Environmental Health Food Sampling Guidelines

As additional promotional activity training tools are developed (retail scavenger hunts, etc.), they will be made available to LHD staff and Retail Specialists.



*Other tips and guidelines to provide while conducting promotional activity trainings*

Add pizzazz to your food demonstrations with themes:

- January- Healthy New Year
- February- Black History Month
- March- National Nutrition Month
- April- Cancer Prevention Month
- May- Fruit and Veggie Fest, Cinco de Mayo
- June- Juneteenth, Men's Health Month
- July- Healthy Summer Feasts
- August- Cool Summer Snacks
- September- Latino Health Awareness, Fruit and Veggie More Matters Month
- October- Fall Harvest
- November- Healthy Family Feasts
- December- Healthy Family Feasts

Keep kids involved:

- Fruit and Vegetable Challenges
- Coloring Contests
- Scavenger Hunt
- Fear Factor Taste Tests
- Store Tours

Help your retail partner go the extra mile for their community:

- Coupons
- Store Tours
- Discounts
- Donations to Festivals or Organizations
- Retailer Sponsored Health Fairs
- Cook-offs
- Radio Remotes

**Fruit & Veggie Fest**

Planning for the annual Fruit & Veggie Fest is to begin in December. Fruit & Veggie Fest celebrations are to take place across the state throughout the month of May. The LHD staff will join forces with local retailers and produce industry partners to celebrate the bounty of California produce and to inspire community members to be *Champions for Change* for their own health and the health of their families. This event is a great opportunity to reward good partners with additional publicity, to secure new partners by showing them how you can be an asset to their business, or to help campaign, program, and appropriate LIA staff complete a number of promotional activities and achieve additional direct and indirect reach numbers in a short amount of time.

## How to Get Started

Meet with program staff to determine if your local health department would like to hold a large kick-off event or smaller event(s) to support the state-wide promotion.

## Kick-Off Events

With the assistance with the State's Communications and Media Unit, the counties that decide to hold a Fruit & Veggie Fest Kick Off will receive significant media coverage (i.e. newspaper article, radio interview, news). Template media materials will be developed at the state level and will be made available to local health departments for customization. These materials may include a calendar advisory, media advisory, message points, and radio remote scripts. A Talent Release form is also available for photography of children, video recording for news spot, etc.

- Review the Timeline to assist with planning for a Fruit & Veggie Fest Kick Off event.
- Review the Roles & Responsibilities worksheet to become familiar with tasks associated with a Fruit & Veggie Fest kick-off event.
- The Fruit & Veggie Fest Kick-Off Agreement helps partners distinguish what tasks they are responsible for and explains their return on investment by partnering with the *Retail Program* with this promotional activity.

## Support Events

A support event can be any type of retail focused promotion that has a Fruit and Veggie Fest theme.

Fruit & Veggie Fest activities may include, but are not limited to the following:

- Pre/post-event television segments or radio interviews
- Newspaper print and online articles
- Fruit & vegetable cooking demonstrations with local celebrity guest "chef(s)"
- Taste test challenges
- Local sport team(s) leading physical activities
- Fruit & vegetable scavenger hunts
- Health screenings
- Bicycle and other healthy prize giveaways
- Partnering with the produce industry or community based organizations (i.e. CalFresh, WIC, American Cancer Society, First 5, Friday Night Live, YMCA)
- Entertainment (i.e. dance group)
- Local dignitaries/public officials

## **Fruits & Veggies–More Matters Month**

Fruits & Veggies–More Matters (formally known as National 5 A Day) is a national public health initiative created to encourage Americans to eat more fruits and vegetables – fresh, frozen, canned, dried, and 100% juice. Fruits & Veggies–More Matters was launched by Produce for Better Health and Centers for Disease Control in cooperation with other partners including the American Cancer Society, American Diabetes Association, and U.S. Department of Agriculture. September marks the beginning of the school year and it's Fruits & Veggies–More Matters Month (formally known as 5 A Day Month). This is a time when public and private organizations join together to promote eating fruits and vegetables for better health.

Local Retail Specialists will assist participating retailer partners involved with Fruits & Veggie–More Matters month by securing educational material donations or helping to plan promotional activities.

## How to Use Produce Quick Tips

Produce Quick Tips (PQTs) are portable guides that highlight a variety of popular fruits and vegetables. These tips can be used in multiple settings to educate consumers through interactive activities and promotions like food demonstrations and store tours. While PQTs are easy to carry to multiple events and activities, the goal is to study and retain the information so that there is no need to flip through them while interacting with consumers.

PQTs were developed to address a number of challenges to eating the recommended amounts of fruits and vegetables every day voiced by consumers – taste, time to prepare, cost, and fear of waste.

## Anatomy of a PQT

- **Shopper's Tips:** This section provides tips on what to look for in a quality piece of produce. Good quality produce has a better flavor than under- or over-ripe produce. By making better selections, consumers will experience better flavor.
- **Why Is It Good For You?:** This section provides a quick list of the nutrients found in about one cup of each fruit or vegetable. The last card in the PQT set is a Benefits of Fruits and Vegetables card that summarizes the health benefits of the nutrients listed in this section.
  - An excellent source of a nutrient means that the amount of the food described (in this case, about 1 cup) contains at least 20% of the daily value of that nutrient.
  - A good source of a nutrient means that the amount of the food described contains 10% - 19% of the daily value of the nutrient.
- **Fun Fact!:** This section provides facts about the origin, naming, or folklore of a particular fruit or vegetable. These facts can serve as interesting conversation starters for consumers to share with family and friends.
- **Healthy Serving Ideas:** This section offers quick preparation tips that save time and deliver excellent results. Please note that the first tip listed is usually represented as the photo on the front of the card.
- **Peak Season:** This section provides information of California peak seasons for each type of produce. Produce may be more affordable and flavorful during the peak season than at any other time of the year.
- **Storage:** The storage guidelines help consumers plan ahead so that they can avoid waste and experience optimal flavor with each fruit and vegetable selection.

Additional information on produce items represented in PQTs can be found in Harvest of the Month materials located at [www.harvestofthemonth.com](http://www.harvestofthemonth.com)

## Uses for the Produce Quick Tips

### Festivals and Other Community Events

Use the PQTs to prepare for a festival or prize wheel intervention. Review the tips to become familiar with the items on the prize wheel in case a participant asks about the nutritional value of a fruit or requests some preparation tips for a vegetable. Be sure to practice how to paraphrase the information provided by the PQTs in your own words, while maintaining accuracy.

**Example:** If a prize wheel participant chooses sweet potatoes, the Community Health Leader can mention that they are an excellent source of vitamin A, which helps the body maintain healthy eyes and skin.

### Food Demonstrations

Review the PQTs for the ingredients of a food demonstration recipe. The set probably won't include every recipe ingredient, but the PQTs are a good start to help deliver nutrition education messages throughout the demonstration (see Food Demonstration Kit at: <http://www.cdph.ca.gov/programs/cpns/Documents/Network-FV-RP-FoodDemoTrainingKit-2007-10.pdf> )

**Example:** While chopping tomatoes for a salsa recipe, the Community Health Leader can mention that tomatoes should not be refrigerated unless they have been cooked or cut.

### Fruit and Vegetable Store Tours

Review the PQTs of the items that will be highlighted during the selected Fruit and Vegetable Store Tour activities (see Fruit and Vegetable Store Tour Guide at: <http://www.cdph.ca.gov/programs/cpns/Documents/Network-FV-RP-StoreTourGuide.pdf> )

**Example:** The Community Health Leader can point out fruits and vegetables that have a short storage time, and remind participants that those items should be purchased shortly before they are used.

### Staff Training

PQTs should be reviewed to increase fruit and vegetable knowledge among NEOP staff. You never know when an opportunity to use the information on the PQTs in classes or conversations will present themselves.

**Example:** After learning about some specific benefits of fruits and vegetables and becoming familiar with selection, preparation, and storage guidelines, a Community Health Leader feels more confident talking to consumers about eating the recommended amounts of fruits and vegetables every day.

### Consumer Uses

PQTs are available for event participants. Have recipients share produce facts with family or friends or use PQTs to spark conversations about seasonality, preparation, or

storage during a class or when conducting lessons from the Fruit, Vegetable, and Physical Activity Toolbox for Community Educators.

**Example:** A Toolbox lesson may begin or end with a discussion of the serving ideas listed on the consumer set of PQTs. The Community Health Leader may ask which serving ideas sound good and ask for other suggestions.

### How to Order

Laminated sets of PQTs for staff and partners are available in English (KIT-640) and Spanish (KIT-641, KIT-654, KIT-656) can be ordered through the online ordering system: <https://web3.kpcorp.com/v25/entry.asp?Account=CANN>

### List of Produce Quick Tip Cards

Acorn Squash	Grapefruit	Swiss Chard
Apples	Grapes	Tomatoes
Artichokes	Green Beans	Watermelon
Asparagus	Jicama	Yellow Squash
Avocados	100% Fruit and	Zucchini
Bananas	Vegetable Juices	
Bell Peppers	Kale	
Blackeye Peas	Kiwifruit	
Bok Choy	Lemons	
Broccoli	Lettuce	
Butternut Squash	Mangos	
Cabbage	Mushrooms	
Cactus Leaves	Nectarines	
Canned Fruits	Okra	
Canned Vegetables	Onions	
Cantaloupe	Oranges	
Carrots	Papayas	
Cauliflower	Parsnips	
Celery	Peaches	
Chayotes	Pears	
Cherries	Peas	
Chili Peppers	Fuyu Persimmons	
Collard Greens	Pineapples	
Corn	Plums	
Dried Fruits	Potatoes	
Eggplant	Spinach	
Frozen Fruits	Strawberries	
Frozen Vegetables	Sweet Potatoes	



## Other Resources Tab



## Other Resources

**Website**     <http://www.networkforahealthycalifornia.net/retail>

The *Retail Program* website is another helpful resource as it contains 2 sections for the following audiences:

- *Local Health Departments/Community Health Leaders*

- Partnership Building
- Merchandising Materials
- Promotional Guidelines
- Resources
- FAQs
- Industry partnerships

- *Retailers & Vendors*

- Merchandising Materials
- Promotional Activities
- Resources
- FAQs
- Industry Partnerships